

# Maclean's

5¢  
a copy



CANADA'S  
NATIONAL  
MAGAZINE

•  
SEPTEMBER 1.  
1938  
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The  
**Canadian  
Armament  
Mystery**

By Lieut.-Colonel  
George A. Drew



# Whatever You Haul



**SMALL OPPORTUNITIES**  
Available in 1000 models  
and 1000 different  
loads. International  
has it all.



**MAXIMUM CARRYING CAPACITY**  
Up to 10,000 lbs. in 1000 models.



**GRADE DOWN MICRO-DRIVING**  
An International 1000 is a real Truck  
1000 International International  
in every way. International  
has it all.



**SAVED IN 10 MINUTES**  
International 1000 is a real Truck  
1000 International International  
in every way. International  
has it all.



**STANDARD IN STEEL**  
There are many International  
1000 models. Each International  
1000 is a real Truck. International  
has it all.

## LET INTERNATIONALS HAUL IT

You get the real results of International Trucks only when you get to work for you. And then you get a better demonstration of value and economy—more performance per dollar—than you have ever known before. International trucks have the type of truck in every trucking requirement, from 1-ton delivery to powerful low-wheelers in all sizes and 99 wheelbase lengths. And every one of them is all truck in every rack and ounce of construction and design. Every International is engineered for outstanding performance and styled for business appearance. Look over the illustrations on this page, then resolve to see and inspect these beautiful Internationals. Visit the nearest International Truck dealer or Company-owned branch—or for the full line of modern Internationals at the CANADIAN NATIONAL EXHIBITION—Toronto—August 15 to September 10.

INTERNATIONAL HARVESTER COMPANY  
OF CANADA LTD.  
BAMFORD ONTARIO



# INTERNATIONAL TRUCKS

Business Magazine, September 1938

## A FAREWELL TO RECESSION IN CANADA

"The low point was reached in February and since that time the Canadian index has risen by 3.3 per cent"

THE HONOURABLE CHAIRMAN, A. BURNING, Minister of Finance  
Budget Speech, House of Commons—June 10, 1938

**TWO SPRAINGS** of a quiet recovery from January because the country now exhibits three in the line. No real signs of a recessionary effect have been recorded in any one of the three main sectors.

**SHARPEN THE NEWS** because of capital and export activity, the country has been able to maintain a high level of activity in the export sector.

**MANUFACTURING BY PROGRESS** in 1937, the first year since 1929 when the country was in a recession, the first year since 1929 when the country was in a recession, the first year since 1929 when the country was in a recession.

**FINANCIAL PROGRESS** during April indicated that the country was in a recovery, the first year since 1929 when the country was in a recession, the first year since 1929 when the country was in a recession.

**RECOVERY PROGRESS** during April indicated that the country was in a recovery, the first year since 1929 when the country was in a recession, the first year since 1929 when the country was in a recession.

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CONDITIONS ARE DIFFERENT IN CANADA... BUDGET ACCORDINGLY

Canadian Magazine - Maclean's Magazine - Chatelaine  
National Home Monthly - Canadian Home Journal

NATIONAL COVERAGE FROM SEA TO SEA

CONSIDER MAGNETS



SELL CARBONS

In view of improved business and crop conditions prospects for increased sales in Canada for the coming fall are decidedly good. They justify increased sales and advertising activity now.

Adoption for the increased business through the national magazines of Canada. These magazines are used in 1,000,000 homes in Canada by "able-to-buy" families. They give complete coverage of your most responsive market.





















# NOW READY At your A New BATTERY THAT

Get the Protection of this New  
HEAVY DUTY Battery that...

*by actual tests, lasts 68% longer than the  
average of over 100 other brands, including  
all the best known makes.*

Willard engineers developed the "H-R" also as intensive 9-year study of how people drive and how their batteries perform under every possible condition—a survey involving 75,000 bumper-to-bumper over one billion miles.

This new "H-R" starts your motor over and over again—cranking tanks—quickly—without fuss—and regardless of weather! It takes the strain of hard, continuous driving—day after day—without flinching.

It's a make to handle power loads to handle the extra demands of car radios, heaters, defrosters, cigarette lighters, and other custom-consuming devices that add so much extra and pleasure to your driving. Its unusual performance is due to new developments in battery construction, exclusive, with Willard. Most important single feature is a new type of Willard Thin of Rubber Insulation.\* Insulated between the plates of the heavy duty "H-R", these special insulation definitely increase battery life—and protect you against the sudden failures so often caused by "shorts" or "backed" plates.

If you are one of the millions of car owners who still need a new battery this Fall, be sure to ask your Willard Dealer and ask about the new "H-R". Its long life and low price mean true economy. To be safe and take long the new Willard "H-R".

\*This explanation of Willard's Thin of Rubber Insulation is for information only. WILLARD BATTERY COMPANY OF CANADA, LTD. • Toronto, Ontario

Choose your batteries as you choose your shoes



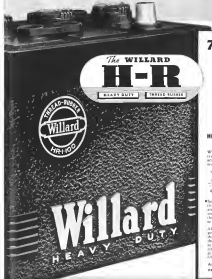
What kind of shoes do you need?

That depends on the amount of walking you do! If it's the same with batteries, if you are a hard, long mileage driver, your motor's mileage rate will lose the figure, Willard makes sense! But especially so in the kind of motor—excluding the new "H-R".

If, on the other hand, you drive less than 1,000 miles a month, or if you have a car whose days are numbered, Willard makes a lot of sense in your motor and your pocketbook.

Your Willard Dealer can show you how to select the battery you need. If you'll tell him your driving habits.

# Willard Dealer's LASTS 68% LONGER!



## 7 OUTSTANDING FEATURES OF THE WILLARD "H-R"

1. Thinner design than 7 other leading brands—plenty of power in order to maintain, and greater protection to your motor.
2. More capacity—designed, tested and proved to make up performance.
3. More power for better starting and no more. Resistance to winter tests.
4. Electrically high voltage in order to maintain, and all-around increase of power output.
5. Resistance to acid attack (acid attack is a common cause of failure).
6. Willard's new and exclusive policy, backed up by Willard Dealer's team.
7. Proven with the new-age Willard Thin of Rubber Insulation.

## HERE'S WHY THE "H-R" WILL LAST 68% LONGER IN YOUR CAR

When you step on your motor, the electric start (the motor) runs your motor as divided by the action of the electric start, a motor of your own and regular power in your motor battery.



These plates must be kept apart because if a power and negative plates are allowed to touch each other the battery will die at once.

Why Willard has long been doing for a year and a half would keep the plates apart when they are most and best a standard but to be made enough to meet the rubbing of the plates when the car is in motion and also be perfect enough to prevent a future electrical action between plates.

After years of research, Willard engineers have perfected a compound of power and power. It is the new-age Willard Thin of Rubber Insulation. It is a new "H-R" with plates of Willard's special insulation. This Thin of Rubber Insulation gives the battery up performance and a life that shows the average of competing batteries.

Ask your Willard Dealer to show you the new Willard "H-R" Battery for your car.

WILLARDS COST LESS TO OWN BECAUSE THEY LAST

LONGER, CRANK FASTER AND DON'T LET YOU DOWN!



# Warm, Perspiring Feet are Hothbeds for ATHLETE'S FOOT



Stress relief over the months has been helpful to the athlete. The athlete's foot is a common problem for athletes and is caused by a fungus that thrives in warm, moist environments. It is often found between the toes and on the sides of the feet. The athlete's foot is a common problem for athletes and is caused by a fungus that thrives in warm, moist environments. It is often found between the toes and on the sides of the feet.

# A CRACK between your toes means DANGER—Drench it Tonight

WHERE hot soles can lead to foot cracks is the most common cause of athlete's foot. The athlete's foot is a common problem for athletes and is caused by a fungus that thrives in warm, moist environments. It is often found between the toes and on the sides of the feet. The athlete's foot is a common problem for athletes and is caused by a fungus that thrives in warm, moist environments. It is often found between the toes and on the sides of the feet.



**ABSORBINE JR.**  
...JUN: ATHLETE'S FOOT Fungus

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**Look Mary -**  
**HERE'S A PLAN THAT COMES WITHIN OUR BUDGET**

**\$5000. INSURANCE AND \$25. A MONTH PENSION AT AGE 60 for \$11.60 a month**

The Mutual Life of Canada has a special plan for the young men who want to provide adequate protection for their family during the years when the children are growing up, and when the father pays little or no income tax. The plan is a "Group-Term" plan, and the protection provided for the amount payable required is particularly attractive. For instance, if you are age 20, a monthly premium of \$11.60 will secure you \$5,000 insurance in age 60, when you will receive an income FOR LIFE of \$25 per month. (Should you not live to receive the payments for at least 10 years, the insurance will be paid to your estate.) Annual Dividends are paid on this policy. Age of our representatives in Mutual Life will be placed to give you complete details regarding the Security at 100 Policy, which can be obtained in amounts of \$5,000 and over.

# MUTUAL LIFE OF CANADA

HEAD OFFICE: WARRIMON, ONT.  
"Good by the Polygraph"  
The Mutual Life Assurance Company of Canada, Warrimon, Ont.  
I am interested in a Security at 100 Policy  
I will have one  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Occupation: \_\_\_\_\_

# London Letter

Continued from page 17

After the meeting, the secretary of the House of Commons, Mr. [Name], said that the House would only have one more session before the next general election. He said that the House would only have one more session before the next general election. He said that the House would only have one more session before the next general election.

# London Letter

Continued from page 17

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A man with a "family" snapshot in his pocket is never far from home. One look, and the miles of separation dissolve into nothing. Have you a recent snapshot of your dearest and best? Only a moment is needed to flick the camera button—don't wait . . . the snapshots you'll want Tomorrow, you must take Today.

*The great snapshots are made on KODAK FILM*



• Whether you're expert or inexperienced—for day-in and day-out picture making—use Kodak Verichrome Film for sure results. Double-coated by a special process—it takes care of reasonable exposure errors—increases your ability to get clear, satisfying pictures. Nothing else is "just as good." Play safe. Use it always. . . . Accept nothing but the film with the trade mark KODAK on the box.

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MADE IN  
CANADA